

**REPRESENTATION OF SPORTS WOMEN IN THE MEDIA: A CASE OF THE NEW VISION
AND DAILY MONITOR NEWSPAPERS IN UGANDA**

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DECLARATION

I, **Aheebwa Julian Brenda**, Registration number **RS14M42/001** declare that this is my original work and has never been presented to any university or higher institution of learning for the award of any degree.

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APPROVAL

I confirm that the work reported in this dissertation was carried out by **Aheebwa Julian Brenda**, registration number **RS14M42/001** under my supervision.



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Professor James Kiwanuka-Tondo, PhD

DEDICATION

I dedicate this dissertation to my supervisor Professor James Kiwanuka-Tondo, PhD for all the guidance in order to accomplish my research dissertation. I also extend my gratitude to my second family of Arise and shine especially my spiritual parents Mr & Mrs Natala who have loved and cared for me. They have tirelessly encouraged, prayed and supported me emotionally, spiritually and above all financially so that I can achieve this degree. They never gave up on me amidst the challenges. To my husband Jonah Mwesigwa for all his care, love and support in ensuring I do not lose hope but strive till the end. I also extend my appreciation to my siblings Justus, Anita, Sandra, Brian, Halas and Fiel who also made sacrifices for me. Special gratitude goes to my single mother Jane Shariita, who has been there for me right from the start. She has been supportive and stood by me amidst all the challenges while I was pursuing my studies and she never lost hope. Finally, I dedicate this paper to my late father Julius Shariita who sponsored my studies at the beginning but never had the opportunity to be alive till I finished.

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ABSTRACT

The main objective of this study was to analyze the representation of sports women in the two Ugandan leading dailies, the New Vision and the Daily Monitor. 619 articles that were published in both papers from January 1st to April 30th, 2016 were analyzed to examine the prominence given to women in sports stories, considering story placement, size of the stories, frequency, and the presence of female sources. Employing a quantitative content analysis approach, the study aimed to address a notable research gap concerning media discourse, gender, and marginalization in sports coverage. Theoretical frameworks such as agenda setting, framing, and liberal feminism were utilized. Results revealed disparities in the coverage of sports women compared to their male counterparts, even in newspapers purportedly advocating for gender equality. These findings underscore persistent challenges in achieving gender parity in sports journalism and call for efforts to enhance the visibility and representation of women in sports media.

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List of abbreviations

AMB	African Media Barometer
CEDAW	Convention on the Elimination of All Forms of Discrimination against Women
EU	European Union
EC	European Commission
FIFA	Federation of International Football Associations
FUFA	Federation of Uganda Football Associations
GGG	Global Gender Gap
IOC	International Olympic Committee
UBOS	Uganda Bureau of Standards
NCS	National Council of Sports
NEPAD	New Partnership for Africa's Development
UNESCO	United Nations Educational Scientific and Cultural Organization
NMG	Nation Media Group
UMWA	Uganda Media Women's Association
UNDP	United Nations Development Program
UOCB	Uganda Olympic Committee Board
USPA	Uganda Sports Press Association

SPSS Statistical Package for Social Scientists

VG Vision Group

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CHAPTER ONE

1.0 Introduction

According to the United Nations Development Program report of 2019, Uganda registered a positive move towards closing the gender gap for an equal dominance in gender equality representation in the media (United Nations Development Program, 2019). Furthermore, the assessment report by the Equal Opportunities Commission of 2018 indicated that Uganda made a significant progress in the advancement of gender equality and empowerment of women in political, economic and social spheres (Equal Opportunities Commission, 2016). Particular progress in terms of representation has been made in the public sector where women continue to serve in important decision making positions (Van der Walt & Ingley, 2003).

While analyzing the representation of sports women in the media, one must keep in mind that sports editors have an impact on the information that is presented in the newspapers (Organista et al., 2021). Therefore, the purpose of this study was to analyze the representation given to the sports women in the two daily newspapers of the *Daily Monitor* and *New Vision*. This research posed the following questions; does ownership (private versus government) play a role in media coverage of sports women in Uganda? How sports women were portrayed as compared to the sports men by the newspapers in Uganda?

Background of the media in Uganda

Now that we have looked at the political and legislative contexts for the study, I wish to shift my attention to the history of the *New Vision* and *Daily Monitor* newspapers. Although there are different findings concerning the media and their history as elaborated in the next paragraph, there is limited study conducted on gender and sports in the history.

The first media to be introduced in Uganda was the *Mengo Notes* which was published by the Church Missionary Society in 1900. After Uganda's independence, newspapers continued being political in nature, ignoring the sports coverage (Whitten-Woodring & Van Belle, 2017). Years later, *the New Vision* newspaper owned by a company called Vision Group was launched by the Ugandan government and it started business in March 1986(Vision Group, 2017).

Vision Group owns other media platforms like magazines 'Flair,' which promotes women empowerment and 'bride and groom', four television stations but among them, three broadcast in the local language while one in English and six radio stations five broadcasting in the local language while one broadcasts in English (Vision Group, 2017).

By 2010, the state owned 53% of the shares in the Vision Group while the remaining 47% belonged to the private sector (Vision Group, 2017). The *New Vision* newspaper is divided into various sections which include daily news, political news, regional news, magazines and sports. A sport is categorized to be among the important sections in the newspaper and the *New Vision* dedicates 2-3 pages daily for sports coverage. The aim is to provide enough coverage for the different sports activities taking place both nationally and internationally. With the aim of recognizing women achievements and their role in the society, the *New Vision* publishes a weekly pull out called "*Her Vision*" that features every Tuesday.

On the other hand, whereas the *New Vision* newspaper is both government and privately owned, the case with the *Daily Monitor* is different. The *Daily Monitor* was established in 1992 by a group of male journalists and it was founded on political parties that had been banned for nearly seven years (Semujju, 2014).The *Daily Monitor* newspaper is among one of the media houses owned by the Nation Media Group whose headquarters are in Nairobi, Kenya. The

Nation Media Group also owns two television stations and two radio stations in Uganda (Nation Media Group, 2014).

The *Daily Monitor* is divided into different sections namely, politics, business, health and sports coverage. In the bid to promote sports coverage, it has dedicated 2-3 or more sports pages depending on the particular sports activities in the season.

However, both the *New Vision* and *Daily Monitor* newspapers publish sports stories at the back page of the newspaper which is considered to be the front page in sports coverage. They also dedicate some sports pullouts which are published in the course of the week.

Why sports: The role of sports in society and media – where do women fit in?

Newspapers have the power and the ability to set the agenda in covering a wide range of stories because of their influence and this renders them to be the leading medium in determining important news issues (Craig, 2004).

The term sport has been used in the ages to refer to the physical activities that are competitive as well as organized to divert people from their everyday business of sustaining life or producing economic gain (O'Reilly, 2012).

In ancient times, sports served various social functions, from spiritual and religious expression to applied practice for warfare (Appleby & Foster 2013). Sports that require power and strength are considered masculine sports that create real men while sports that require grace and beauty are considered 'feminine' sports that create real women (Fisher et al., 2013).

1.1 Background of the Study

Media content has been implicated as a male dominated profession and practice where there is great dominance by the men in covering hard news and leaving the soft news for women thus creating a gender gap in the journalism profession (Djerf-Pierre 2007; Ross 2007; Shillcutt & Silver 2018). According to the most recent Global Media Monitoring Project report (GMMP) by Macharia (2020), women are mis/under- represented in the media as their voices towards public expression have been a gradual process. The Global Media Monitoring report indicated that women dominate traditionally in the female spheres of media content such as education, agriculture, beauty, lifestyle and health while men dominate in politics, economy/finance and sports (Global Monitoring Project, 2010; Macharia, 2015). The global background analysis on gender and media representation noted that women are double victims of the profession as a whole including the field of sports (Wensing & Bruce, 2003).

In terms of unfair media coverage of women, Semujju (2014) suggested that there has been unfair media coverage of women in all aspects of life hence becoming a taken for granted feature of media culture. Karen (2010) argued that the dissemination of a hegemonic male dominance is regularly seen worldwide in fact-based media. The ways in which women are represented in the media send important messages to the public about women's place, women's roles and women's lives.

There are still consistent forms of low coverage in women's sport, particularly in daily sports reporting where policies towards gender equality are set but they suffer enforcement inconsistency (United for Life and Livelihoods, 2018).

This imbalance therefore persists despite exponential increases in women's sport participation and achievements (Bruce, 2015). The difference is not only registered in women sports, but also in media representation (Organista et al., 2021). Anyango (2009) clarifies that the under-representation of women in media content reflects that few women hold positions of influence in society and that the editors have a tendency of drifting away from focusing on them in the media.

There is favoritism between men and women in employment and editorial composition (Øvrebø 2013; Hutton 2013; Anyango 2009), representation in the news content reclines towards men (Tuchman 1991; Van Zoonen 1998), men are considered most as sources in a story (Macharia 2020; Shillcutt & Silver 2018). In addition, men are considered experts in covering prestigious assignments i.e. hard news versus soft news (Irvin, 2013; Ross 2007; Djerf-Pierre 2007), among others. This implies that globally, women are limited to coverage of certain stories because of their gender.

Though the above data explains gender parity in media as a whole, the literature reviewed from other studies indicates otherwise as limited research has been conducted on representation of sports women in the media. This study closes this gap by exploring the media coverage of sports women by the two media organizations in Uganda namely: The *New Vision* (a state owned newspaper that was established in 1986) and the *Daily Monitor* (a leading private owned newspaper that was established in 1992). The intention of the study is to find out the scope and nature of coverage by these two daily newspapers and to find out if by any means there is a difference between the form of ownership in relation to coverage of gender and sports.

Some of the Studies conducted on sports women include visual representation of sports women (Sherry et al., 2016), representations of sportswomen and sexuality, disability, race,

ethnicity and their intersections (Bruce, 2015), mainstream mediated representations of Muslim sportswomen (Samie & Sehlukoglu, 2015), representation of sportswomen in the British media (Godoy-Pressland, 2014) among others. The purpose of this study was to analyze the representation of sports women in the media with the case of the *New Vision* and *Daily Monitor* newspapers in Uganda.

Study context: Gender and the struggle for women's empowerment

In 1994, the international community committed itself to addressing gender equality and empowerment through the global conference on women and sports which took place in Brighton, UK (Kluka, 2009). For instance, the Brighton Declaration of (1994) stressed developing a sporting culture that would enable and value the full involvement of women in every aspect of sports. The Windhoek Call for Action of (1998) also reaffirmed the Brighton Declaration and called for action throughout the world to further the four developments of equal opportunities for girls and women to participate in sport in its broadest sense.

In 2001, African leaders adopted the New Partnership for Africa's Development (NEPAD) and pledged to take responsibility for the future of their continent and established a new relationship with their development partners (United Nations Conference on Trade and Development, 2012).

Article 30 of the 1981 Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) aims at promoting women's full and equal participation in decision making as a democratic requirement in all areas of public, political and professional life (International center for research on women, 2010).

According to the Uganda Bureau of Statistics (UBOS) report of 2017, there has been a steady

increase in Uganda's population with the female population highly exceeding that of males over the years. The report indicated that 17,574 thousand of the population are women whereas the male population was 17,061 thousand (Uganda Bureau of Statistics, 2017).

In 2017, Uganda ranked the 45th in the 2017 Global Gender Gap report and despite this rapid increase in the number of women Uganda has made tremendous strides in empowering women (World Economic Forum, 2017). The Global Gender Gap report that is produced by the world economic forum ranks 145 countries annually. It also provides a framework for capturing the magnitude and scope of gender-based gaps and for tracking progress.

According to the UN women report of 2015, the women's movement in Uganda is gradually collapsing, becoming weak and broken. The different actors in the women's movement struggle to promote a joint agenda for the transformative change beyond the minimal reforms that the government advocates (UNwomen, 2015). The UN women report looks at the need for greater collective engagement of women in order to realize substantive transformation.

The use of sports in promoting gender equity and empowering women and girls is often overlooked because it is not universally perceived as a suitable or desirable pursuit for girls and women regardless of the prevailing circumstances (United Nations Development Program, 2019).

According to Jakubowska (2015), women and men are given coverage depending on the interest of the media whereby the status of a particular sport is dependent on the gender of the participants where men have a greater chance of being the focus of attention compared to the women.

Media coverage of sportswomen and gendered sports issues connect with the overall media practices and this indicates that the media ignores the role women play in the society

(Equal Opportunities Commission, 2016). Feminist scholars in particular have questioned the way women are depicted and talked about in media texts and the extent to which this might affect their representation (Mishra, 2007; Sutherland & Feltey, 2017). This research is based on the print media's representation of sports women. Therefore, this research is seeking to find out the prominence given to sports women participation compared to the men, the leading issues in the coverage of sports women stories and also to determine the similarities and differences in the representation of sports women by the Uganda's two daily newspapers.

1.2 Problem Statement

Studies conducted about women in the media tend to focus on domestic violence and leadership among others hence limited research has been conducted on sports women coverage in the print media (Godoy-Pressland, 2014). According to Semujju (2014), he suggests further research be conducted on women representation in the media. Kateshumbwa (2011) notes a gap of women underrepresentation in the media hence the study sought at finding out this gap with the emphasis on sports women. Therefore, the study thus sought to analyze the level of coverage given to sports women as compared to the sports men in the print media. The analysis revolved around how gender is framed in the two selected newspapers in terms of; story placement, pictures, number of times the story appears, stories of sources, size of the stories among other aspects and what could be the possible reasons for the representation of women. This was later discussed in the findings. Thus the aim of the study focused the conversation on the women's participation in sports beyond women gender based violence, women in politics, which dominated most research conducted by other scholars as well as media portrayal. The study will

contribute to the body of knowledge as well as policy making concerned with sports women and the media in Uganda.

Ideally, media should also focus on sports women's contributions and achievements in relation to the sports activities just like the way men are projected.

1.3 Objectives of the study

The general objective of this study is to analyze the representation of sports women in the two Ugandan dailies of the *New Vision* and *Daily Monitor*.

Specific Objective

1. To determine the prominence given to sports women stories in the *New Vision* and *Daily Monitor*
2. To establish the leading gendered issues in the coverage of sports women stories in the two daily newspapers
3. To determine similarities and differences in the representation of sports women in the *New Vision* and the *Daily Monitor*

1.4 Research Questions

1. What is the level of prominence given to sports women within the story in the two selected newspapers in comparison to men's stories selected?
2. What are the leading gendered issues in the coverage of sports women's stories in the two selected newspapers of *New Vision* and *Daily Monitor* in comparison to men's stories?
3. What are the similarities and differences in the representation of sports women compared to men's stories in the *New Vision* and the *Daily Monitor*?

1.5 Scope of the Study

While the scope of the study does not certainly cover all issues and topics related to gender especially in sports, it provided a starting point for an understanding why studying sports and gender is important.

The study focused on both the *New Vision* and the *Daily Monitor* because it sought to discover whether either state or private ownership has an impact on representation and determines what should be published in the newspapers. The study selected two daily newspapers because of their nationwide coverage and big impact to the public. They also cover sports activities across the globe especially during big sports events. In addition, they have pull-outs that cover up to six pages depending on the sports events and during the weekly occurrence of sports activities.

The two newspapers are known for having a big audience across the country, hence making them an appropriate representative for the print media in Uganda (Kiwanuka-Tondo et al., 2012). Also, newspaper stories usually make their way to other media platforms like radio and television as sources of news during the daily morning shows where they are reviewed.

In relation to the timeframe, the study focused on the coverage of sports women activities between the periods of January to April 2016¹. This is because of the different women sports activities and award-ceremonies that were taking place during that season.

¹ I have been having personal challenges that have delayed my thesis submission; this explains the content gap from 2016 to 2022.

Also, according to GMMP (2015,2020), there is a very slow change in gender equality and a continued significance is gender inequality practices, therefore, this makes the research's findings of 2016 to remain accurate, 5 - 10 years later. This applies to all the data collected in the entire study.

The researcher analyzed the content of all sports pages in the newspapers published by the two selected Ugandan dailies between the periods of January to April 2016 from Monday to Sunday.

1. 6 Rationale

Women's sports activities are often given little coverage in the media than those of men, which is one reason why it seems to be more difficult to motivate women to be physically active (The National Agency for Sports, 2008). Even stories about women who are in the news because of achievements and professional activities typically dwell on marriage, family life and other aspects of women's traditional role (Ross, 2007). This is especially evident among adolescent girls, who are prone to quit sports at the age of 15 or 16, while most boys continue into their twenties (The national Agency for Sports, 2008)

According to the Constitution of Uganda, Article 33(1) observes women's rights and this shows that women are considered and recognized as important in the country.

The government under the Ministry of Gender and Social Development tabled the Uganda Gender Policy in 2007 to cater for women's rights which acknowledged gender equality and women empowerment for all sectors (Ministry of Gender Labor and Social Development, 2007).

In December 2013, the United Nations Educational Scientific and Cultural Organization (UNESCO) and partners gathered media organizations, media professionals, academics, policy-makers, civil society groups, and development agencies in Bangkok for a Global Forum on media and gender. The Forum used the 1995 Beijing Declaration as its reference point and resulted in the setting up of a pioneering Global Alliance on media and gender. The aim of the Global Alliance on media and gender was to ensure constructive dialogue between media

partners and civil society. Secondly, it would enable all stakeholders to collectively give momentum to women's access to expression and decision making by promoting a gender-inclusive media and communication environment (Vega, 2014).

The study focused on print media especially the newspapers on sports women coverage based on the observation that women are more critically under-represented in the media. The study outcome makes a new contribution to the body of literature and is informative for anyone engaged in gender and media.

1.7 Significance of the Study

The study aimed at generating new knowledge on media and gender representation in sports. This knowledge is useful for any group or person interested in research concerning media, marginalization, representation, social justice, sports and other related themes.

The study is considered significant because it sets a trend to further research especially on the issue of under researched areas of sports women in Uganda. The methodological approach is also considered interesting for research as it presents content analysis to the empirical strength in findings concerning the degree in coverage of female and male participants in the newspapers. Besides, the two newspapers studied are different in terms of ownership because one is government owned and the other is privately owned which is helpful to the study as it provides balanced information to the findings. More importantly, the study fills a glaring gap in research around the discourse on media, gender and marginalization specifically in regards to sports coverage.

1.8. Methodological frameworks

The study adopted primarily a quantitative research design using content analysis with the *New Vision* and the *Daily Monitor* newspapers as the case. Content from sports pages of Monday to Sunday from January 1st to April 30th 2016 were closely examined for gender coverage. For the analysis, triangulation of one methodology was undertaken to describe the relationship between the different content qualities examined. This study focused on newspapers and not radio or television because of their wide spread countrywide in Uganda and they also serve as news sources to some radio and television daily morning news reports.

1.9 Chapters in Brief

This chapter comprised of the introduction that gives an insight into the main purpose of this study and the background of the study in the media which gives a brief evolution of the Ugandan media to date. It further highlighted the role of sports media and where it places sports women in terms of coverage to the society. This was followed by the problem statement which identified a gap and sought to find out the reasons as to why there is the gap. To find answers to the gap, the study listed both the general and specific objective which sought to find information that answers the problem statement.

The chapter goes ahead to highlight the research questions that sought to know the representation of sports women, the scope of the study, rationale, significance of the study and methodological framework which provide significant insight to the findings.

In the next chapter (2), the conceptual framework for the study will be explored highlighting both the theoretical frameworks used in the study as well as the studies within the intersecting disciplines i.e. media and gender, media and sports and so on. Chapter 3 expounds on the

methodologies employed in the study explaining the rationale, limitations and analytical approaches. Chapter 4 and 5 presents the findings and a discussion of these respectively. This study concludes with chapter 6 in which the key findings of the study are synthesized and summarized, highlighting the key contributions of this study including recommendations that could improve the situation and suggestions for further research.

CHAPTER TWO: LITERATURE REVIEW AND THEORIES

2.0. Introduction

This chapter presented the literature review and the theories used in this study. Different Literature was gathered in relation to the research topic and the researcher employed three types of theories that would be suitable for the research conducted.

2.1. Theoretical framework

The key advantage of theories according to (DiClemente et al., 2009), is their ability to avail a roadmap for studying a broad variety of situations pertaining to a problem, developing appropriate interventions and evaluating their success. In this study, three theories are adopted as follows, the framing theory which was developed by Robert Entman (1993) and he found out that this theory basically involved selection and salience. The other theory examined in this study is the agenda setting theory that was invented by McCombs and Shaw in (1972) and it examines the power of the media to set which agenda. The third theory by Alison Jaggar (1983) points out a central opinion of promoting feminism as an achievement of formal equality. This study employed the three theories as they would be helpful in discussing the findings of the study.

The importance of using these three theories was because they relate to the research that was conducted. The framing, agenda setting and the liberal feminism theories which the researcher used bring out the various aspects the research was seeking to find out.

2.1.1. Framing theory

Framing refers to the process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue (Chong & Druckman, 2007). The concepts of the framing theory were first suggested by Gregory Bateson in 1972 where he noted that frame is a

psychological concept but refers to the importance of messages as elements that condition their construction and definition (Ardèvol-Abreu, 2015). He further defined the psychological frames as a temporary boundary for a set of communicating messages that operates as a form of Meta communication (Oso, 2017). Furthermore, one of the most productive researchers in framing theory, the American political scientist Robert Entman warned in 1993 of the absence of a unified theory of framing capable of explaining how frames are constructed, how they manifest in texts and how they influence the minds of the public. According to Entman (1993), framing involves choice and salience. Entman notes that to frame is to select some aspects of a perceived reality and make them more salient in a communicating text. Entman calls for the establishment of a paradigm of news framing.

The various conceptualization of this framing theory has brought with it a very different methodological approach both in regards to the identification of frames and their effects on individual audiences (Arowolo, 2017). The major principle of framing theory is that an issue can be viewed from a variety of perspectives and be interpreted as having implications for multiple values or considerations (Chong & Druckman, 2007). The frame, in short, facilitates the understanding of the messages it contains, by reminding viewers that the messages placed inside of it are relevant and are connected in some way, and that those messages that are outside of it must be ignored (Ardèvol-Abreu, 2015).

One of the assumptions of the framing theory is that an issue characterized in news reports influences how the issue is understood by the audience (Scheufele & Tewksbury, 2007). It gives the journalist an opportunity to publish information through a decoding process that is necessary to understand and the reality to which it refers. Framing is not focused on accessibility, but on

applicability, to the extent that the concepts connected in a message will also tend to connect with each other in the audience's mind (Ardèvol-Abreu, 2015).

One of the criticisms of the framing theory is that journalists overemphasize certain information and fail to cover a range of possible solutions for properly managing the complex issues (Clark & Nyaupane, 2020). The framing process continues when some aspects of the news event are selected and considered over others, defining and assessing the problem, pointing out the causes and proposing solutions to the problem. This ultimately builds a media frame in an operation called the frame building due to its equivalence with the better known process of agenda building (Borah, 2011; Ardèvol-Abreu, 2015; De Vreese, 2005). Media effects are much more complex in nature because it is argued that they depend heavily on people's standardised networks which highlight existing approaches rather than changing them (Scheufele, & Tewksbury, 2007). The framing theory in this research will not answer some questions like why sports women are not covered but rather this will be introduced by the other two theories of agenda setting and liberal feminism in this study.

Some of the studies that have used the framing theory include Chong and Druckman(2007), who examined the framing theory in relation to the politicians and the mass media; they examined the psychological mechanism behind the framing effects. Mortensgaard (2020) argues that the framing theory allows us to understand how the media conveys issues and with what consequences whereas Reyes-Sosa et al., (2020) explores the two press ideologies which include the journalistic and elite ideologies in relation to the framing theory and the media. Others like De Vreese, 2005; D'Angelo, 2019; Arowolo, 2017 also highlight the use of framing theory in the media which does not differ from this study. In conclusion, framing focuses on how media draws

the public's eye to specific topics by setting the agenda, and then takes a step further to create a frame through which the audience will understand such information.

2.1.2 Agenda setting theory

The term agenda-setting was invented by McComb and Shaw (1972) to describe a phenomenon which had long been noticed and studied in the context of election campaigns (McQuail, 2005). From the pattern of news coverage, the public learns what journalists consider the important issues and the prominent public figures to be (McCombs & Valenzuela, 2007). The core idea is that the news media indicate to the public what the main issues of the day are and this is reflected in what the public perceives as the main issues (Wanta & Alkazemi, 2017). McQuail (2005) puts more emphasis on the fact that people draw their attention to what they have been told, which does not apply to what they have not been told.

Some of the contributions of the agenda-setting theory show that it examines how the media have the power of influencing the society (Takeshita, 2006). The media usually has the ability to choose and emphasize the topics and this causes the public to perceive these issues as important. In this theory, the media has full control and power over the people which grant them opportunity to influence the public opinion (Dominick, 2012).

One of the challenges of the Agenda-setting theory in the media is that it creates emotional responses whereby the information that is exposed to the audience might result to fear among the public (Wanta & Alkazemi, 2017).

Some of the studies that have used the Agenda setting theory include Wanta & Alkazemi, 2017; McCombs, 2005; Takeshita, 2006; Kosicki, 1993. They examined the three different

aspects of the agenda-setting influence of the news media, on the public as well as the psychological principles that explain when this influence is strong and when it is weak.

2.1.3 Liberal feminism theory

Liberal theory is defined as a feminist theory that believes gender inequality helps in shaping reduced access for women and girls to civil rights and allocation of social resources such as education and employment (Mannathoko, 1999).

Liberal feminism bears the legacy of early pioneers such as Mary Wollstonecraft, John Stuart Mill, and Harriet Taylor. These pioneers challenged the notions of femininity distinction that suggested rationality as masculine and emotionality as feminine (Scraton & Flintoff , 2013).

This theory assumes that women and men have equal rights and opportunities (Fourie, 2008).

Some of the contribution of the Feminist theory is that women's media activism has been a vehicle through which women's agency work to create both a feminist public sphere and a feminist component within the dominant public sphere (Byerly, 2020).

The Liberal Feminist theory focuses more on the issues of equality especially in the work place, education and political rights (Steeves, 1987). People use this theory as a tool to analyze the different aspects happening in the media concerning women (Parry & Karam, 2001).

The underlying assumption of all liberal feminism when applied to sports is that sports represent a positive experience to which girls and women need access (Allen et al., 2010). Furthermore, Allen et al., notes that the differences in female sports participation are seen to be the result of socialization practices carried out by institutions such as the family, the media, and the school.

In Liberal Feminism, the main explanation for the inequalities that exist between the genders is that men and women have not historically been given the same right to exist in the “public room” (Dahlin-Jones, 2014).

One of the challenges of Liberal Feminism is that sometimes it is criticized for over emphasizing equality and independence at the expense of valuing multiplicity (Enslin, 2003).

Some scholars like Enslin, 2003; Parry &Karam, 2001; Bruce et al., 2010, argue that liberal feminism should not be prevented from promoting independence and equality for women but rather encourage the change of practices that harm their interests. Furthermore, Nash (2012) explained that in liberal feminism, laws and rules should not attempt to treat all alike since such universal principles reproduce norms which privilege certain groups at the expense of others. Groenhout (2002) relates liberal feminism to the political sphere and notes that humans have rights and their freedom but those rights are limited by others.

Enyew and Mihrete (2018), critically review the relevance and applicability of liberal feminist theory and strategies in the context of Ethiopia in attempt to achieve gender equality and reduce women oppression and subordination. They examined the laws, polices and strategies of Ethiopia applicable to women rights and gender equality via the notions and strategies of liberal feminism.

According to Christin (2012), there is need to explore gender inequality and how it is attributed to a number of factors like culture and the way men and women are socialized within that culture. By extension, liberal feminists argue that the negative impact of culture and socialization are often manifested in gender inequalities in most spheres of life including; the workplace, education and political rights and also spheres such as media and sports

(Mannathoko, 1999). Due to the embedded nature of culture and socialization, liberal feminism advocates for gradual reforms through advocacy for equal rights for all, and laws and policies that promote equality (Buiten, 2013). Scraton and Flintoff (2013), add to this by asserting that both women and men have the capacity to think and all other gender characteristics especially the physical differences are not important. However, women still remain marginalized (McQuail 2006 as cited in Semujju, 2015).

In conclusion, the theoretical frames contribute to the conceptualization of the discourse on media and gender representation with a focus on sports. The theories named above not only inform this study, but also offer guidelines to be used further in the analysis and discussions of the findings.

2.2. Review of literature

To provide more insight on the this study, literature was reviewed from various research conducted by different scholars like Hanson, 2012; Fink, 2013; Lips, 2008; Kaija, 2013; Koca & Öztürk, 2015; Kateshumbwa, 2011, there was a gap noticed from the literature reviewed and hence the need for further research on sports women studies in the media.

In terms of sports women coverage in the media, Hanson (2012) noted that women engaged in sports are portrayed in a negative and a more sexual manner. Women's sports go beyond athletics but also different sport activities like Netball, Women football, volley ball, wood ball and so many others to explore the various gendered aspects in the media portrayal within the field of sports (Murray, 2018).

With an increase in the number of sports women around the world, their misrepresentation is still acknowledged even in areas like top managerial positions (Burton et al., 2009). Despite

women's considerable contributions to professional and managerial positions, they are still under-represented in senior management positions (Moore et al., 2001). The women are still given little attention such as providing their different perspectives and experiences in demonstrating leadership skills as successfully as the men (Koca & Öztürk, 2015). The lower levels of prominence accorded to women within the sports organizations have created low self-esteem among them thus making them look like they are inadequate and inappropriate leaders (Shaw & Hoerber, 2003). In relation to misrepresentation, the Brighton Declaration of 1994 also observes that women are still underrepresented in sports management, specifically in coaching and managing at the higher levels. Though this issue was highlighted a long time ago, it still exists as explained by (Kateshumbwa, 2011). Women still struggle for an equal share of facilities and budgets and are seriously underrepresented in coaching and administrative positions in sport (Cunningham & Ahn, 2019). These problems not only affect women in sports, but also those who would wish to join other public spheres like politics.

When Ngara and Ayabam (2013) conducted a survey on the challenges women face in politics in Nigeria, they discovered that one of the reason hindering women from participating in various leadership positions was in the area of politics. This was due to the concern of fear especially involving themselves in crimes committed by the political class. Therefore, this could be one of the reasons why few women engage in politics and leadership, making men dominate in the public spheres. Women still remain part and parcel of a society where the political, economic, and cultural base remains oppressive (Omari, 2008). Women that attempt to assert themselves are treated with contempt (Bühlmann, & Schädel, 2012). Therefore, the need for women representation in politics is also critical as women would have an opportunity to show case their potential in the various fields.

Though such challenges are registered with women in politics, the situation is worse for female sports personalities when combined with religious practice. Hargreaves (2000) highlights the challenge the Islamic sports women face while engaging in sports activities. For most Muslim women in sports, the division between the non-spiritual and the spiritual is blurred and the issue of sports participation is confined to the un-secular world of Islam (Agergaard, 2016). Furthermore, Toffoletti and Palmer (2017) noted that sports practitioners, scholars and policy makers should pay a greater attention to the way women are portrayed within the sports discourse with an emphasis on Muslim sports women. This intersection of gender, religion and sports presents an interesting dynamic in the study of media representation and different levels of marginality which this study looks out for.

Generally, in the sports field, media coverage of sportswomen and gendered sports issues connect with the overall media practices which indicates that the media ignores the role women play in the society (Chesney-Lind & Eliason, 2006). Predominant gender stereotypes in society are often propagated in the media which criticize and discourage women from getting involved in men's roles and practices (Equal Opportunities Commission, 2016). Since 1995, the Global Media Monitoring Project (GMMP) has measured the pace of change in women's media representation and participation every five years.

Many scholars such as Mwisukha & Rintaugu, 2013; Macharia 202; Schneider, 2020; Burnett, 2018; M'mbaha & Chepyator-Thomson, 2019, have studied sports and media representation argue that one of the fundamental factors relating to the low visibility and underrepresentation of women in various areas of sports is the conceptual framework of patriarchy. Only 19 per cent of the women experts appear in the stories, leaving 81 percent coverage on the male experts on media platforms like; televisions, radios and print news (Macharia, 2015).

Much as research on women has been conducted in Uganda, Maractho (2017) recognizes the influence of media on society and how more research on women and the media in relation to public life is also important. Furthermore, Fourie (2008) denotes that studies on gender show that the media portray women in objectified and submissive positions perpetrating the notion that men are a dominant class. Women's equal participation in governance and decision making is not only a demand for simple justice but a necessary condition for gender equality making sure that the present institutional nation is reviewed to take women's interest into account (Falk, 2010).

Beyond this situation of unequal visibilities and inclusions, however, lies the bigger question of what women say and do in the news as well as how prominently they are portrayed relative to male news subjects and sources (Kimani & Yeboah, 2011). However, it is also noted that most times, the media makes a conclusive remark concerning who and when to publish.

Media shapes how we view the world, what we think, and often how we act (Iftikhar et al., 2020). The media should be an example of gender equality, unfortunately they are still doing the opposite (Macharia, 2015). However, for positive outcomes to occur in sports representation, one must have a role to play. Girls and women do not always have the same opportunities especially when accessing certain sports as boys and men in our society (Appleby & Foster, 2013). Maractho (2017) notes that the media has played a minimal role, with success largely attributed to policies like actions in favor of the male. Scholars like Kleindienst-Cachay & Heckemeyer, 2008; Abrams & Meyers 2010; Steinfeldt, & Steinfeldt-J, 2012 argue that the ways in which male and female athletes are represented in the media maintains an existing gendered chain of command, uphold sports as a male domain, and endorse the male norms and values that are

governing in the wider society. All of these choices are made within a broader context as ways of granting privileges to the men and masculine ideals (Cooky & Lavoie, 2012).

2.2.1 Prominence given to sports women stories

There are several issues that arise when it comes to media representation of women, sports and media in terms of prominence. These range from placement of the story, story size, number of times the story appears (Gee & Leberman, 2011). All these issues revolve around the question of power and status are attributed in society. In all this, the role of hegemony of patriarchy and masculinity are paramount as explored below.

2.2.2 Placement of the Story

A story written on the front page has more prominence compared to a story placed in the middle (Clayman & Reisner, 1998). According to this study, story placement means the page on which the story will appear depending on the prominence. Editors position stories according to their prominence like those that are news worthy (Shoemaker et al., 1987) and hence usually referred to as placement of the story.

When placing stories in journalism, news values can be used to establish the prominence of the story but studies like Hamilton et al., (2006) and Danova (2006) have confirmed that placement, source, size of the story and the number of times the subject appears in a story determines the newsworthiness of a given subject. The tension between what the audiences want to read and what editors think they should publish functions as the flashpoint around which questions ought to be asked basing on the editorial decisions in the newsroom (Lee et al., 2014).

According to Kasadha and Kantono (2022), the angle given to a story is determined by the story placement and size of a story. If a subject under discussion is treated as newsworthy, then

there is a likely possibility of following up the story basing on the subject. This therefore determines the regularity of the newsmaker in the media.

The issue of placement of women's stories is also associated with what is termed as gendering of news topics (Poindexter, 2008). There is a difference between 'news about women' and 'news of interest to women' something the editors in the newsroom should consider during story placement and publication (Jones, 2004). Since women understand women's area of interest, an equal representation of female journalists in the media would assist in giving a clear distinction between 'news about women' and 'news of interest to women' (El Issawi, 2014). However, there are still a limited number of female journalists in the media (North, 2012).

The limited number of women working in the media mainly in the department of sports seems to mirror the low percentage of women in mediated sports coverage (Nwabueze, 2012). Some scholars like Hardin & Shain 2005; Rao & Rodny-Gumede, 2020; Kim & Yoon, 2009 among others believe that marginalization of women in sports departments is the reason for the limited coverage of women. When women are in a leadership position, stories tend to be balanced compared to when they are not in leadership (North, 2012). Moreover, Hovden (2010) believes that the roles played by the sports women journalist in leadership positions provide an opportunity for women to get coverage hence prominence. Rowe (2003) further notes that when sports women take up leadership positions for example, women sports writers, editors, and producers, they will ensure a balanced coverage in the stories. However, these equal opportunities are hardly given to the women and at the end the men still dominate (Hakim, 2006).

In such spheres where male dominance is maintained, stories covered about sports women becomes a challenge as women Journalists are given other beats like entertainment, fashion among others to cover(Graff, 2016). There is also a clear distinction in the way male and female journalists handle certain news categories whereby human-interest and morality stories are deemed more important by women and stories about economy are more important to men (Volcic, 2008).This supports the fact that the female and male journalist present in the newsroom with perceptions that they affect content without pressures of organizational or professional identities (Hanson, 2012).

Prominence of news stories is also determined by the story placement and this does not only apply to stories but also images in the media (Kitzinger, 2004). According to Jones (2015), stories are not only told in writing but also through images. Jones further notes that the coverage given to the stories has the power to influence the audience. Semujju (2014) noted that with the print media, the ideal front page picture is that of a man while women appear in the inside pages. The front pages are usually reserved for top news stories which in most cases are considered as more important (Watkins, 2001).While some women try to advance into key decision-making positions, the newsrooms and print media are still largely ruled by men who most of the times neglect prominence to both gender and instead focus towards drawing the readers' attention (Berry & Smith, 2000).

2.2.3 Size of the story

Stories that appear in the newspapers are apportioned differently ranging from full page, quarter a page, half a page and three quarters a page which can be classified as the size of the story (Sumpter, 2000). Sumpter further notes that some stories cover more than one page and this is determined by the editors.

A study by Uganda Media Women's Association (2014) observed that both women and men are news makers in the media although women are allocated less space for stories. Out of 159 stories, women had 43% while the majority of the stories were about men

(Uganda Media Women's Association, 2014).

According to Bruce et al., (2010), the amount of coverage given to women's sport might have increased but the media still tend to focus only on few women's events in various spheres like politics other than sports. In the study conducted by Ross et al., (2013), some newspapers were sampled and it was discovered that when it came to coverage of male and female politicians, the newspapers demonstrated a high level of gender bias in favor of men. The overwhelming majority (71%) of the articles coded mentioned men, (8%) mentioned women, and just over one-fifth mentioned both women and men out of a total of 799 individual mentions of candidates (Ross et al., 2013).

This negative portrayal of women has been associated with men dominance in the media where the working environment and conditions put in place are more favorable to men hence limiting the female journalists (Desmond & Danilewicz, 2010). In some cases, mainstream media has been accused of not enhancing professional visibility of women and this hinders wide coverage (Sumpter, 2000). Researchers believe that with men determining the content as the gatekeepers, certain topics and perspectives do not reach the mainstream media hence an imbalance in the coverage (Anyango, 2009).

According to Hegarty & Pratto (2001), men are showed a more even handed treatment in terms of the size of the story in a longer featured article than the women. However, there are few of these studies conducted to examine the content of stories in terms of size like small or big space (Eveline & Bacchi, 2010).

2.2.4 Women as sources of stories

Sources in the story are very important because they make the news and a balanced reporting for the journalists (Armstrong, 2006). Furthermore, Armstrong notes that for any good story to be fair and balanced, the subject of the story should be considered in developing a comment for the subject matter. This means journalists ought to be balanced in their reporting for a good story.

Kateshumbwa (2011) notes that since women have been underrepresented in sports, they tend to miss out on many benefits that are enjoyed by their male counterparts. It is through sports that women and young girls discover their physical ability, which in turn boosts their self-esteem thus making them become aware of their role in society. Pain and Chen (2019) explain that most times, women are not considered a liable source for news in the media. Furthermore, they note that some sports journalists prefer speaking to women as their sources for soft news and then tend to divert to male sources when it comes to complex subjects. Byerly (2020) also noted that feminist media research focusing specifically on the use of women and men as sources for news reports provided liable but still unfair conclusions. Furthermore, they conducted a survey and carried out a sample of stories over the decade from 1986 to 1996 and discovered that out of the 1,126 news stories, only 20% named sources were women. This source imbalance cuts across even in other fields like politics. Semujju (2014) notes that during a survey conducted on the issue of gender, female politicians only accounted 33% in Norway as sources on the primetime evening news and 25% in Sweden. To explain this unevenness, journalists told Aalberg and Stromback that it occurred because “women are more reluctant than men to act as a source of news” (Semujju, 2014).

2.2.5 Frequency of stories

According to the Centre for Gender Equality(2006), basketball and handball are characterized to be masculine whereas women are more visible in sports such as track and field, skiing, and aquatics, though still not as visible as men. Journalists usually focus on a few feminist leaders in their news coverage and these leaders are then framed as unauthentic representatives of interests of women (Sisco&Lucas, 2015; Topić & Gilmer, 2017).

There is almost limited or no coverage of women in sports at local competition levels, as well as in team sports such as football, netball, handball, hockey, table tennis among others despite a relatively high participation rate (Tuggle et al., 2002). Therefore, the frequency of stories appearing in the media is as a result of the media's failure to promote women participation hence another contributing factor.

Little research has been conducted on sports women in the media in terms of placement, sources of news, size of the story and the frequency (Scheidler & Wagstaff, 2018). The study therefore sought to critically analyze the news content from selected newspapers to establish the level of representation of women participants compared to the men. This was to examine sports women representation in-terms of story placements, size of the story, frequency of the stories involving women and women as sources. This was achieved through applying the quantitative approach with the use of content analysis.

2.2.6 Similarities and Differences in the representation of sports women

The 2012 London Olympic Games were termed as the 'Year of the Woman' as every delegation sent a female athlete to compete in the games, and nearly 45% of all athletes were women and these sportswomen delivered remarkable athletic performances (Fink, 2013). Despite

these performances, female athletes and women's sport still receive unequal treatment by the sport media compared to male athletes and men's sport (Armstrong, 2004).

A recent content analysis study on two leading newspapers by some Ugandan academics sponsored by the International Labor Organization (ILO) revealed that women's voices are less seen and heard on the issues traditionally associated with men, such as politics, economics and sports (Kaija, 2013). On the other hand, women are more visible in subjects considered more female, such as gender equality, health, beauty and lifestyle (Murray, 2018).

For a good story to be fair and balanced, the subjects of the story have to be given a chance to make a comment on the subject matter (Ross & Carter, 2011). This implies that a reporter of well sourced and balanced stories gains credibility from readers. Despite a continuing tendency for the media to focus more on male than female sports, athletes such as tennis Serena Williams and the Canadian hockey team captain Cassie Campbell are among the visible role models for the young women with a passion of sports (Lips, 2008). The visibility accorded to such women may gradually erode the stereotype that women are weak and fragile. However, this has not yet encouraged majority of the girls and young women to become regular participants in sports and exercise (Lovell et al., 2010). For a country like Uganda, the government is making progress in implementing guidelines that promote gender and protect women which is evident in the Ugandan constitution (Naggita-Musoke, 2001).

2.3. Conclusion

In conclusion, this chapter has two parts which is the theoretical framework and the literature review from the various studies conducted in relation to women representation the media. *New Vision* and *Daily Monitor* was the case for this research where content was analyzed from the

newspapers. In the theoretical framework, the research used three theories namely; framing, agenda setting and liberal feminism that helped explain the research and bring out various aspects discussed. In the literature review, the researcher viewed various literatures related to women representation in the media with various issues such as politics, stereotypes, religion, and leadership among others. Focus was on women representation in the media and some studies were captured on the various areas affecting women in the media. The study realized there is still limited literature on sports women representation in the media as most studies are on politics, women in leadership position, violence, stereotypes among others and this study will contribute to the scholarship on media, gender and sport.

CHAPTER THREE: METHODOLOGY

3.0. Introduction

This chapter explained the methodological choices and tools applied in this study. It comprised of the research design, sources of information, study population, variable definitions and measurements, study sample size, time frame, data collection instruments, data processing and analysis, triangulation as an analytical framework, limitations and challenges of the study, concluding remarks. The study sought to find out the prominence given to sports women stories, by this the study aimed at the story placement, size of the story, frequency of the stories, women as sources as compared to the men and the similarities and differences between coverage given to the sports men as compared to the men.

3.1 Research design

A research design is a framework for data collection and analysis in a manner that aims at making the research relevant to the research purpose and procedure (Kothari, 2004). The research design used in this study was a case of newspaper articles reviewed.

A case study is defined as an intensive study of a single unit with an aim to generalize across a larger set of units (Gerring, 2004). Case studies focus on individuals and they can be engaged in a number of ways for instance qualitatively or quantitatively, analytical or by mixed methods. Thus, the case study method is correctly understood as a particular way of defining cases, not a way of analyzing cases or a way of modeling causal relations. In this research, the study employed the quantitative case studies.

Data was collected from the two daily newspapers namely; the *New Vision* and *Daily Monitor*. These were selected because the researcher wanted to compare the sports women representation in the media by both the government and private owned newspapers.

3.2 Sources of information

The study collected information from newspaper articles of the *New Vision* and *Daily Monitor* respectively. These articles were sports stories from Monday to Sunday during the period of 1st January to 30th April 2016.

3.3 Study Population

The study reviewed 246 newspapers from the two daily newspapers with key words having a mention of sports women stories that were published from 1st January to 30th April 2016 as one of the study population. However, the researcher reviewed 619 articles from the two daily newspapers because they qualified with what the researcher was seeking to find. Therefore, conducting content analysis was helpful to this research because it highlighted the different reasons for the representation of sports women in the media with a case of the two daily newspapers.

3.4 Sampling

Two major newspapers were selected for the content analysis and these were the *New Vision* that was established in 1986 and is a government owned newspaper and the *Daily Monitor* that was established in 1992 and is the leading independent national newspaper. To collect sports women related stories from the *New Vision* and *Daily Monitor*, the researcher visited the chief editors of the two daily newspapers and requested to photocopy all the relevant articles from the period of January 1st to April 30th 2016. Relevant articles were determined by 50% or more of

the articles having a focus on sports women or men in the newspaper stories. Since sports activities happen the whole year, this study focused from the period of January to April 2016 because it's usually the season for the various sports activities taking place and therefore this allows a comparison of frames over the four months. To date, articles from Uganda newspapers are not archived online; therefore, all data had to be gathered and hand-copied in person. Each newspaper assigned the researcher a librarian to assist with the data collection. The researcher identified 234 articles in the *New Vision* and 385 in the *Daily Monitor*. The researcher used census sampling technique where 619 newspapers articles were reviewed meaning the entire population of newspapers was analyzed. Stories were selected from Monday to Sunday which is seven days a week for a period of four months. The search words used included; names of sports women, women sports journalists, sports men, men sports journalists that were appearing in the newspaper from Monday to Sunday during the period of January to April 2016² respectively because sports stories appear daily in the newspapers. The researcher focused on editions from both the *New Vision* and *Daily Monitor* as follows; the daily sports from Monday to Friday, weekend newspapers for *Saturday Vision* and *Saturday Monitor*, *Sunday Vision* and *Sunday Monitor* from 1st January 2016 to 30th April 2016 respectively.

3.5. Quantitative approach

One of the basic aims of any quantitative research is to investigate how variables interact with each other. Some investigations simply look at how variables co-relate (Balnaves & Caputi, 2001). For researchers who are more familiar with quantitative methods, it aims at measuring

² Content Analysis was carried out in 2016, however due to some personal challenges during the research process I have experienced a delay in submission. However, according to the GMMP (2015, 2020), there is slight difference in the representation of women in the media. Therefore, despite the 6 years' difference, this research remains viable.

something like the percentage of people with a particular disease in a community, or the number of households owning a bed net (Chowdhury, 2015). This approach used content analysis which involves drawing representative samples of content, training coders to use category rules developed to measure or reflect differences in content, and measuring the reliability of coders in applying the rules (Riffe et al., 2006).

3.5.1 Content analysis

In content analysis data is usually generated using trained human participants who record or transcribe textual, pictorial or audible matter in ways suitable for analysis (Hayes & Krippendorff, 2007). Thereafter, conclusions from such data can be trusted only after establishing their reliability.

Content analysis can be important to a study because it is a scientific tool with a big promise for explicability more so when explaining news frames and therefore reliable Macnamara (2005). It also has the ability to engage the use of validated data as well as making a track of any changes that may occur over time. Lastly but not least, it is less costly compared to other types of research (Kondracki et al., 2002).

The study used content analysis on the *New Vision* and *Daily Monitor* newspapers and a total of out of 619 newspapers were reviewed from the period of January to April 2016 because they qualified with what the researcher was seeking to find.

The study categorized content analysis into groups namely; the size of the story, source of the story and the leading issues appearing in the story. It is assumed that when categorized into the same groups, words, phrases and the like share the same sense (Cavanagh, 1997 as cited in Elo & Kyngäs, 2008).

While conducting content analysis, two research assistants were trained for a period of one month on how to code information using the coding sheet and then how to capture the data using the SPSS data software. The researcher used the Krippendorff's alpha test (α) using the SPSS data software in order to provide information on the reliability of variables.

Krippendorff's alpha is a reliability coefficient developed to measure the agreement among observers, coders, judges, raters, or measuring instruments drawing distinctions among typically unstructured phenomena or assign computable values to them (Krippendorff, 2011). The Krippendorff's alpha is widely applicable where two or more methods of generating data are applied to the units of analysis and how much the resulting data can be trusted to represent something real.

3.4.1.1 Content Analysis Coding Procedure

While conducting content analysis, the researcher conducted manifest content analysis and used the krippendorff's alpha (Kalpha) test using the SPSS data software while coding information. The researcher hired two coders for data collection who were undergraduate students, sightless to the aims of the study. The hard copies of the selected newspapers from the *New Vision* and the *Daily Monitor* were available and accessible and the individual news article were seen as the unit of analysis. The period was set from 01st January 2016 to 30th April 2016. These articles were selected basing on the major key words that had any mention of a female sports personality in the entire newspaper from Monday to Sunday. As a result, a total of 619 articles in the two daily newspapers were reviewed with 234 articles from the *New Vision* while 385 articles were from the *Daily Monitor*. The coders were trained and provided with oral and written definitions of categories, as well as with a spreadsheet template. The data was then coded

independently. When all coding was complete, the coefficient of reliability was computed in the various categories.

The unit of analysis was the individual story. The story was read in its entirety for the presence of an issue frame. If more than one frame was suggested, each frame was coded as being present.

Coding and categorizing data for quantitative analysis

Data coding and categorization was employed after the researcher had finalized with data collection. The researcher then interpreted and evaluated the information which was later entered in the SPSS system, a software package used for statistical analysis while entering data to establish the quantity and findings from the information established during the research.

Four categories were selected for coding. These categories involved; story placement, (front pages, teased on front page, inside pages, back pages); the size of the story ($\frac{1}{4}$ a page, $\frac{1}{2}$ a page, $\frac{3}{4}$ a page, and more than $\frac{3}{4}$ a page) and the source of the story (male, female, dual, not identified/cannot tell) to determine the level of prominence given to female candidates' stories. Topics of the story were analyzed to establish the kind of issues which are dominant in female candidates' stories.

3.6 Time Frame

The researcher analyzed the content of all news items published by the two selected Ugandan dailies between the period of January 1st 2016 and April 30th 2016. This period was chosen because the different sports activities and competitions usually take place between these months of the year.

3.7 Data Collection instruments

The researcher employed the coding sheet while capturing content from the two daily newspapers of the *New Vision* and *Daily Monitor*.

3.8. Data Processing and Analysis

The researcher used the krippendorff's alpha (Kalpha) test using the SPSS data software to analyze data from content analysis. Every single news item for both male and female candidates captured in sports in form of text and photographs excluding advertisements, commentaries, letters to the editor and other forms of opinions published in the selected newspapers was the unit of analysis for this research. The items investigated and examined were story placement, (front pages, teased on front page, inside pages, back pages); the size of the story ($\frac{1}{4}$ a page, $\frac{1}{2}$ a page, $\frac{3}{4}$ a page, and more than $\frac{3}{4}$ a page) and the source of the story (male, female, dual, not identified/cannot tell) to determine the level of prominence given to female candidates' stories. Topics of the story were analyzed to establish the kind of issues which are dominant in female candidates' stories.

3.6 Limitations and challenges of the Study

The study encountered a number of limitations that could have affected the precision of final results. It is worth noting that the study was confined to two major media houses in Uganda which include the *New Vision* and the *Daily Monitor*. Though data was collected from these two newspapers, access to their articles was a challenge but at the end, the researcher was able to succeed. The researcher managed to get the articles from the library where the newspapers were archived and this gave uplift to the study

Finally, the content scope for the study was on prominence given to sports women stories, issues in the sports women stories coverage and similarities and differences in the representation of sports women. However, it can be noted that media representation of women in sports has many other issues compared to what the study focused on. Therefore, the findings from the study might not fully explain media representation of sports women but still good enough to give information on representation in Uganda.

3.7 Concluding remarks

This chapter highlights the methodology which explains the various aspects and these include: the research designs and here the researcher used a case study for two daily newspapers, sources of information, study population, variables definition and measurement, quantitative approach for example content analysis, sampling, time frame, data collection instruments, data processing and analysis, limitations and challenges of the study.

From the discussions in this chapter, content analyzed, the researcher focused on sports women stories that were covered in the entire newspaper from Monday to Sunday in the period of January 1st to April 30th 2016.

CHAPTER FOUR: PRESENTATION AND ANALYSIS OF FINDINGS

4.0 Introduction

This chapter presents the content analysis captured from the two daily newspapers of the *New Vision* and the *Daily Monitor*. Being quantitative research, this study adopted content analysis so as to have a balanced analysis. The researcher captured the information using the SPSS data software and later analyzed the information. The researcher put the information in a frequency table and conducted a statistical analysis as the results are reported in a quantitative format. The research analyzed the following sections; characteristics and qualities studies, the description of the content analyzed, statistical analysis showing the frequency table and drawing conclusions about the information analyzed from the data collected.

4.1 Content Analysis

A census sampling approach was applied for each newspaper sample. A total of 619 stories were captured from the two daily newspapers from Monday to Sunday which is seven days a week. The search words used included; names of sports women, women sports journalists, sports men, men sports journalists that were appearing in the newspaper from Monday to Sunday during the period of January to April 2016³ respectively because sports stories appear daily in the newspapers. The researcher focused on editions from both the *New Vision* and *Daily Monitor* as follows; the daily sports from Monday to Friday, weekend newspapers for *Saturday Vision* and *Saturday Monitor*, *Sunday Vision* and *Sunday Monitor* from 1st January 2016 to 30th April 2016 respectively.

³ Content Analysis was carried out in 2016, however due to some personal challenges during the research process I have experienced a delay in submission. However, according to the GMMP (2015, 2020), there is slight difference in the representation of women in the media. Therefore, despite the 6 years' difference, this research remains viable.

An overview of statistics from the reviewed newspapers

The researcher reviewed both *Daily Monitor* and *New Vision* newspapers as primary data.

Table 1: Newspapers analysed

	Frequency	Percentage of Valid articles	Cumulative Percentage
Valid Daily Monitor	385	62.2	62.2
New Vision	234	37.8	100.0
Total	619	100.0	

Source: Primary data (2016)

The table above shows that out of the 619 valid newspapers reviewed, the *Daily Monitor* had 385 articles, representing a valid percentage of 62.2% and *New Vision* having 234 articles representing a valid percentage of 37.8% of the total number of reviewed newspapers. This implies that the findings of this study were based on facts as *New Vision* and *Daily Monitor* are the leading newspapers in Uganda with very high coverage and are frequently read in Uganda.

4.1.1 Prominence given to sports women in comparison to men

The tables below demonstrate the significant relationship between the sex of the sports personalities and the level of prominence in the stories covered by the previously mentioned newspapers. According Harcup and O'neill (2001) prominence of a story in a newspaper can be one approach to try and define one of the news values that come into operation when journalists select stories. Therefore, the content below explains how this prominence has been measured under the sub-topics of placement, size, source, size and frequency.

4.1.2 Source of stories published in the two daily newspapers

Majority of the women covered in the two daily newspapers (both official and non-official), feature in the news more as news subjects than as news sources. Most information in the news story is attributed to the male sources, even in cases where stories are about women (Poindexter et al., 2010). The table below discusses the findings.

Table 2: The sources considered during coverage

	Frequency	Percentage of valid articles	Cumulative Percentage
Sports Official (Male & Female)	40	6.5	6.5
Expert (Male & Female)	1	.2	6.6
Not a female or male sports personality (Male & Female)	1	.2	6.8
Valid Female sports personality	111	17.9	24.7
Anonymous	3	.5	25.2
Male sports personality	454	73.3	98.5
Both female and male sports personality	9	1.5	100.0
Total	619	100.0	

Source: Primary data (2016)

The above table presents news sources quoted in sports stories. The researcher's interest lied in the relationship between female and male personalities, officials, and experts directly or

indirectly quoted in the stories. This would highlight the number of times the women appear in the sports stories as sources, and whether they are the focus of direct and/or indirect quotes.

From the tabulated results above, it clearly depicts that 40 articles represented as sources were Sports Officials both male and female and represented 6.5%. One article had an expert representing both female and male as the source, this represented 0.2%. The results also showed that 1 article as not a female or male sports personality as the source which showed both female and male representing 0.2%. Out of 619 articles, 111 articles had female sports personalities as their source; this represented a valid percentage of 17.9% which is far way below the average of 50%. Out of 619 articles, 3 articles had sources as anonymous representing a valid percentage of 0.5 percent. To the contrary out of 619 articles, 454 articles had male sports personalities as sources representing a valid percentage of 73.3%. This was by far higher than the 17.9% singles sources of sports women. Both men and women sports personalities had 9 articles as sources in the newspaper representing a valid percentage of 1.5% which is very low and cannot contribute tremendously to raising the 17.9%.

From the statistics provided above, it's vividly depicted that sports men are appearing more times as sources in the *New Vision* and *Daily Monitor* sports articles. This implies that the prominence given to sports women stories in the *New Vision* and *Daily Monitor* is four times less than that of sports men.

4.1.3 Placement of the story in the two newspapers

The table below present stories featuring sportswomen and on which pages they appear in the two daily newspapers.

Table 3: Which page do the sportswomen stories appear?

	Frequency	Percentage of valid articles	Cumulative Percent
Valid Front Page	178	28.8	28.8
Inside page	414	66.9	95.6
Back page	27	4.2	100.0
Total	619	100.0	

Source Primary data (2016)

From the data in Table 3 above, it is clearly depicted that out of 619 articles reviewed, 178 appeared on the front page with a valid percentage of 28.8% and 414 articles of sportswomen appeared in the inside page with a valid percentage of 66.9%. However, 27 articles reviewed about sports women appeared on the back page with a valid percentage of 4.2%. This information depicts that the total number of reviewed articles was 619 which is in harmony with the earlier statistics. The statistics in Table 3 above show that the researcher was not biased while selecting the articles since these articles were randomly selected and reviewed. This therefore implies that there is less prominence given to sportswomen articles as compared to sportsmen in terms of placement. This comparison is evidenced by Shields et al., (2004) who observed that men have more sports story replacements than women

4.1.4 Women as sources in a story from the two newspapers

The table below shows the number of times women appear as sources in a story and aims at finding out how the media portrays them.

Table 4: Women appearing as sources

	Frequency	Percentage of valid articles	Cumulative Percent
Valid	Once	603	97.4
	Twice	4	.6
	Multiple	12	1.9
	Total	619	100.0

Source: Primary data, (2016)

In the table above, the 619 articles were analyzed to identify how often sports women as sources appear in the two Newspapers. Results needed to estimate whether these sources appear once, twice, any number of times or not at all. Out of 619 articles, 603 articles (or 97.4%) sourced sportswomen once in a story, while four articles (0.6%) used sportswomen twice as sources. Women were quoted multiple times in only 12 articles (1.9%). This reflects a much lower rate of articles representing sportswomen as multiple time sources in a story and this can be taken as an indicator of substantially less prominence given to sportswomen as sources.

4.1.5 Article indicating prominence of sportswomen photos

Prominence in this scenario is explained according to the number of times sports women's stories were accompanied with pictures in the two newspapers compared to the number of times they do not appear.

Table 5: Stories accompanied by photographs of sports women

	Frequency	Percentage of valid articles	Cumulative Percent
Valid	No	496	80.1
	Yes	123	19.9
	Total	619	100.0

Source: Primary data (2016)

Table 5 above reflects only 123 articles accompanied by sportswomen photographs, representing a valid percentage of 19.9%. The remaining 496 articles (80.1%) were not accompanied by sportswomen photographs despite the fact that the articles all concerned female athletes. The fact that less than 20% of the articles covering sportswomen carried photographs of the female athletes therefore implies that sports women are not given sufficient prominence in terms of photographic presence in the *New Vision* and *Daily Monitor*.

4.1.6 Role of sports women in the article

The table below indicates the ratio in which women appear as subjects in the story. This comparison is made between women appearing as newsmakers, subjects or even none.

Table 6: Women as subjects in the story

	Frequency	Percentage of valid articles	Cumulative Percent
News maker	91	14.7	14.7
Subject of the story	56	9.0	23.7
Valid None	472	76.3	100.0
Total	619	100.0	

Primary source 2016

Newsmakers represent women as the main sources in the story whereas subject of the story means that women are the ones making headlines in the story. The results therefore in the table above illustrate that 91 out of 619 articles published by both the *New Vision* and *Daily Monitor* had sports women as the newsmakers and 56 articles had sports women as the subject of the story. This represented a valid percentage of 14.7% and 9% respectively, giving 23.7% as a grand percentage for women being represented as both Newsmakers and subjects of the story which is far below the 76.3%, a percentage from the 472 articles which did not include women as either Newsmakers or subjects. This as well contributes to the fact that less prominence has been given to sports women stories in both the *New Vision* and *Daily Monitor* because of the low percentage as subjects.

4.1.7 Size of the story

The size of the story implies the length occupied by the sportswomen stories in the newspaper.

Table 7: The Length of women stories covered on a particular page

	Frequency	Percentage of valid articles	Cumulative Percent
Up to 1/4 of the page	364	58.6	58.6
Up to 1/2 of the page	178	28.8	87.4
Up to 3/4 of the page	1	.2	87.6
More than 3/4 of the page	1	.2	87.7
Full page	74	12.0	99.7
Total	619	100.0	

Source: Primary data, (2016)

Some articles are given a small coverage on the newspapers' page, some cover half a page as others cover full pages thus attracting much attention from viewers. As explained by Feeley et al., (2016), prominence is also determined by the size a story covers on a page. Therefore, the table above explains the size women stories cover thus determining their prominence.

Out of the 619 stories of sports women captured, 364 indicated that sports women stories covered $\frac{1}{4}$ a page whereas 1 story covering women appeared on more than $\frac{3}{4}$ of the page with a percentage of 0.2%. On the other hand, 1 story appeared up to $\frac{3}{4}$ a page with a valid percentage of 0.2% whereas 178 articles about sports women appeared on $\frac{1}{2}$ a page with a valid percentage of 28.8%. Women stories appearing on the full page were 74 with a valid percentage of 12.0%. The biggest percentage of the stories covered by the two newspapers indicated that the articles mainly appeared on $\frac{1}{4}$ a page, an indication that women stories have less coverage on the full page, hence, low levels of prominence given to sports women stories in ratio to sportsmen

4.1.8 Frequency of stories appearing in the two newspapers

Frequency in this case was employed to establish the number of women stories in the two daily newspapers. Harcup and O'Neill (2001) noted that an event that unfolds at the same or similar frequency as the news medium (such as a murder) is more likely to be selected as news than a social trend that takes place over a long period of time. The frequency of the stories in the two daily newspapers helped in determining the number of times stories appear in the newspapers.

Table 8: Number of times sports women and men personality captions appearing on the pictures

	Frequency	Percentage of valid articles	Cumulative Percent
Female Sports Personality	131	21.2	21.2
Male sports personality	285	45.9	67.0
Valid Both male and female	12	1.9	69.0
No Caption	19	30.9	100.0
Total	619	100.0	

Source: Primary data, (2016)

Table 8 explains the frequency of captions tagged to each respective picture that is displayed in the article. These captions attract attention to viewer's thus increasing prominence. Aytur et

al., (2018) explained this argument by ascertaining that a picture with its corresponding caption gives a clear explanation of the story in detail.

According to the above information, the table portrays that out of 619 articles reviewed, 131 articles mentioned female sports personalities representing a valid percentage of 21.2% which is by far below average. A total of 285 articles used a picture of sports men representing a valid percentage of 45.9% which reflected that articles with pictures of sports men are more than twice the articles with pictures of sports women. Whereas the remaining 192 articles had no caption, these represented a valid percentage of 31.1%. The above statistics depict that the frequency of captions used on photos for sports women is still low in the media compared to the men the *New Vision* and *Daily Monitor*.

4.1.9 Caption used in the picture

The table below explains the times women appear in the caption of pictures used in stories

Table 9: Number of times sports women articles are mentioned

	Frequency	Percentage of valid articles	Cumulative Percent
No	462	74.6	74.6
Valid Yes	157	25.2	99.8
Total	619	100.0	

Source: Primary data, (2016)

From table 9 above, it clearly represented that only 157 articles out of the 619 articles mentioned sports women in the stories, representing a valid percentage of only 25.2%. The

remaining 462 articles did not mention any sports women in the articles representing 74.6% of the total number of articles. The 25.2% shows that sportswomen are still getting limited sports coverage in the media and this therefore implies that there is still little prominence given to sports women articles as compared to sports men articles evidenced by the high variation between 74.6% scored by male participants and the 25.2% scored by the female participants.

4.1.10 Sex of sports journalists covering sports women’s stories

The table below shows the sex of journalists involved in coverage of sports women’s stories. This table shows the variation in the number of times the female journalists stories appear in the newspapers compared to the men.

Table 10: Female Journalist stories covering sports women appearing in the newspapers

		Frequency	Percentage of valid articles	Cumulative Percent
Valid	Male	599	96.8	96.8
	Female	7	1.1	97.9
	Dual source with people of both sex	2	.3	98.2
	Not Identified	11	1.8	100.0
	Total	619	100.0	

Source: Primary data, (2016)

Feminist perspective suggests that an increase in the number of female sports journalists and editors can lead to more coverage of sports women hence a better representation (Kian & Hardin, 2009). Therefore, the women journalists in the table above represent 1.1% out of 100.0% which shows that females even in the newsroom are still misrepresented. Though there is no scientific

way of differentiating the sex of journalists, content specified that a she or a he was presenting data in a particular story, apart from a few that never identified that as shown in the table above.

From the findings above, the content analyzed showed that through the bylines that indicated the number of sports journalists in the media. There is less attention that has been given to women sports ladies thus limiting their chances to be identified and acknowledged. This limits the number of times women sports stories are written and published thus affecting prominence.

From the results of table 10 above, it's clearly depicted that out of the 619 published articles, 599 articles were covered by male sports journalists representing a valid percentage of 96.8%. The results also show that 7 articles were covered by female sports journalist, representing a valid percentage of 1.1% which is way below average. This implies that women journalists are not so much dedicated to pursuing ladies' sports women stories which at the end affects their prominence.

Out of the 619 articles, 2 articles were written by both sexes implying that a male and female author contributed to the publication representing a valid percentage of 0.3%. The table also indicates that 10 articles out of 619 published articles did not have any identified sports authors, implying that for these articles, it was not possible to identify whether the author was a male or a female; they were anonymous and represented a valid percentage of 1.8%. This implies that leaving all other factors constant, few women journalists are seen to be covering sports women events in the *New Vision* and *Daily Monitor* newspapers.

This section analyzed the content from two daily newspapers of *New Vision* and *Daily Monitor*. According to the information analyzed, it shows that there is less representation of sports women stories in terms of prominence, size of the story, frequency, the gendered issues in

coverage, caption used, sex of the reporter, and the difference and similarities between representation of sport women stories.

4.3 Conclusion

The researcher reviewed content from two daily newspapers of the *New Vision* and *Daily Monitor* and the major focus was on sports women stories mentioned in the news stories. These stories were captured from Monday to Tuesday from January 1st to April 30th 2016 and 619 stories were reviewed from the two daily newspapers. Out of the 619 stories, 234 stories were from the *New Vision* and 385 from the *Daily Monitor*. The analysis indicated that sports women stories represented 17.9% which is still low in terms of coverage. From the findings, the *New Vision* had more women stories as compared to the *Daily Monitor* newspapers.

Researchers like Anyango (2009), argued that men dominance in the media with good working conditions would be one of the reasons for the negative portrayal of women. However, Katushemwa (2011) notes that women have missed out on different opportunities as a result of misrepresentation. These and more researcher have shared their knowledge of representation but however, limited research has been conducted on sports women.

The discussions above show a gap as far as sports women are concerned whereby 30% from the findings is not different from what the literature reviewed has said. According to the Feminist perspective, they suggest that an increase in the number of female sports journalists and editors can lead to more coverage of sports women hence a better representation (Kian & Hardin, 2009).

CHAPTER FIVE: DISCUSSION OF FINDINGS

5.0 Introduction

This chapter presents a discussion of the findings where the researcher mainly concentrated on cross referencing through comparing earlier studies highlighted in the literature review with her current findings. Thereafter, the researcher provided her opinion, but strongly based on the findings of the study.

5.1 Summary of Findings

The findings presented are based on the study that focused on content analysis over a period of four months from January 1st to April 30th 2016 from the two newspapers namely; *New vision* and *Daily Monitor* with key issues on the story placement, sources in the story, size of the story, frequency of the story as well as similarities and differences in the coverage.

5.2 Placement of sports women stories in terms of Prominence

The study revealed that sportsmen receive more attention than sportswomen. Therefore, sportswomen still receive less prominence given to their stories. These results were consistent with the results of Kateshumbwa, 2011, Gee & Leberman, 2011, who as well established that women have been underrepresented in sports as compared to men who receive more attention. This has led to women missing out on many benefits enjoyed by their male counterpart in the sports arena (Shaw & Hoerber, 2003). This therefore relates to the agenda setting theory developed by Mc Combs and Shaw in (1972) and it notes that the media indicate to the public what the main issues of the day are and this is what the public perceives as the main issues (Wanta & Alkazemi, 2017). With the use of the agenda setting theory in this study, it highlights

the power of the media in determine the stories to publish and this reflects from the findings that sports women still receive less prominence as compared to the men.

From the analysis in chapter four, the data shows that out of 619 articles reviewed, only 178 articles have women stories appearing at the front page, and the rest have women stories appearing both inside and at the back page, an indication that there is still less coverage of sportswomen in terms of prominence. Prominence in the analysis was in the form of story placement, caption used in the pictures on a story, frequency of the stories, size of the story and sources of the story in the two daily newspapers. Therefore, the two daily newspapers, one being privately owned and the other government owned, are still lacking representation of sportswomen stories compared to those of sportsmen.

5.3 Women as sources of stories.

Available global data on women's representation in media content as sources of news, information and opinion is discouraging. According to the UN women report that analyzed the 2010 edition of the Global Media Monitoring Project (GMMP), out of 108 countries recorded, women constitute less than a quarter (24 percent) of the people heard or read about in print, radio and television news across the world (UNWomen, 2015). Sources in the story from the analysis indicated that sportsmen appear more times as sources than women in the *New Vision* and *Daily Monitor*. The framing theory developed by Robert Entman (1993) notes that some aspects of the news event are selected and considered over others. This theory applies to this study in way that the media consider sports men as sources over the sports women. Hence this theory makes a comparison with the findings in this research and this confirms that sports women still have limited coverage as sources in the media. From the findings in this research, sportswomen had a percentage of 17.9% whereas the men had a percentage of 73.3% in the articles as sources.

According to Pain and Chen (2017), some journalists prefer speaking to women as sources for soft news and then tend to divert to male sources when it comes to complex subjects.

5.4 Size of sportswomen stories

Fourie (2008) notes that liberal feminism assumes that women and men have equal rights and opportunities. As explained by Feeley et al., (2016), prominence is also determined by the size of a story covered on a page. The liberal feminism theory developed by Alison Jaggar (1983) assumes equal rights and opportunities for both men and women and it is applied in this context in a way that from the findings of this study, sports men still dominate in the newspapers compared to the women. The liberal feminism theory relates to the finding of this study in a way that sports some are not given equal rights and opportunities and this is evident from the content captured as the size of women stories appear on $\frac{1}{2}$ a page, $\frac{3}{4}$ or even less a page as compared to the men. Some articles are given a small coverage on the newspapers' page; some cover half a page as others cover full pages thus attracting much attention from readers. According to the tabulation in chapter 4, results indicate that most of the women stories appear on $\frac{1}{2}$ a page, leaving the biggest percentage to appear on $\frac{3}{4}$ or even less of a page, indicating that prominence in terms of the length sports women stories take is still low. This seems to explain that sports women stories are not so important and trending like sports men's stories and that's why they are given very small space on the newspapers' pages. This study therefore argues that one of the motivating factors towards an increase in sports women prominence is providing balanced coverage for both the women and men and offering the same size of stories for both in the newspaper.

5.5 Frequency of the stories in the two daily newspapers.

The framing theory developed by Robert Entman (1993) notes that frames are constructed and they can manifest in texts and influence how the minds of the public. From the findings, the framing theory shows that the sports women stories in the two daily newspapers indicates that the media influence the minds of the public by the limited coverage they give the sports women as compared to the men. Furthermore, the number of times these stories appear in the newspapers is less as compared to the men and hence the public is left to perceive something different about sports women activities. In terms of frequency, the framing, agenda setting and liberal feminism theory also highlight the need for sports women stories to appear often just the sports men because the power of coverage and publication lies in the hands of the media who can be the game changers. From the findings, the media determine the number of times the sports men appear in the newspaper compared to the sports women. ‘The activities of interest groups, policymakers, journalists, and other groups interested in shaping media agendas and frames can have an impact on the volume and character of news messages about a particular issue (Scheufele & Tewksbury, 2007). The *New Vision* and *Daily Monitor* newspapers were used as a case to represent a certain percentage of the different newspapers in the country. Stories from the two daily newspapers are considered of great importance for this research but from the analysis, sports women are not frequently mentioned in the stories compared to the sports men. The level of prominence given to sportswomen coverage is still low compared to the sports men and this could be one of the reasons why they appear less in the newspaper articles (Tuggle et al., 2002). It’s from the analysis that there is still a gap in coverage and hence the sports editors and journalists need to revise on the way they should balance coverage to have equal representation. Therefore, the matters cited in all these cases were consistent and rotating around three critical

issues that included the number of times women sports participants appear in the two newspapers, the number of times sports women are used as sources in the two newspapers and the captions used in the pictures.

5.6 Similarities and Differences in the representation of sports women

The study highlighted some of the similarities and difference between sports men and women. Some of the differences highlighted included; variations in the sports activities participated by the different sports women. The statistics from this analysis indicated that both sports women and men were given coverage in the two daily newspapers although the men had more prominence compared to the women which shows that out of the 619 articles reviewed, 454 were male participants and the female participants were 111. Stories and pictures of both sports men and women were also considered important because they determine prominence given because an image published tells a lot (Armstrong, 2004). But even though the media is giving sports women coverage, there is still a low coverage (Chesney-Linda & Eliason, 2006). The differences in representation between men and women outweighed the similarities, whereby prominence in all aspects (size of the story, placement of the story, frequency of the story among others) was given to sports men and with bigger percentages. The most alarming prominence aspect was the number of journalists covering sports women stories which indicated that 96.8 percent of them are men. This explains the high misrepresentation of women in sports, an aspect that needs to be given attention. These similarities and difference show the power of the media according to the agenda setting theory because the media determine what to talk about hence from the finding, sports men still dominate compared to the women in terms of coverage. The agenda setting theory developed by McCombs and Shaw (1972) notes the power of the media and from the findings, it is evident that the sports women stories have less coverage as compared to the sports

women and that explains the power of the media in determining what to publish hence giving the public what to talk about.

During a survey conducted by North (2016), it was noted that while more female reporters appear to be covering hard news like politics and business, the majority are still assigned to cover the bulk of the soft news areas of features, the arts, education and health. Female reporters still remain classified in the traditionally female story zones. Surveys and interviews with female journalists around the world point to a dichotomy between news topics considered to be male (e.g. politics, crime, economics and education) and topics such as human interest, consumerism, culture and social policy are considered to be female (Seletzky & Sam, 2010). Therefore, women are associated with soft news whereas men are associated to hard news.

It is noted that much as the study aimed at capturing sports women coverage, even the sports men were considered as they also were vital in the study in order to strike a balance.

Out of the 619 articles, the New Vision newspaper had the highest number of stories captured on sports women as compared to the Daily Monitor.

The Daily Monitor had more stories of sports women appearing on the front page as compared to the New Vision newspaper.

5.9 Conclusion

The discussions in this chapter derive from the triangulation of findings from content analysis. Arguments and debates from literature review and theories on media and gender are evoked in the discussions pointing towards few changes in under-representation, misrepresentation or absence of coverage of women in sports. The mass media have been central in deciding ‘what

is', and 'what is not' sport, practically by the coverage in the sport sections (Horne, 2011 as cited in Jones, 2015).

On top of that, the media provide a window into the world of sports and reveal the way in which the media and sport organisation determine whether or not, deliberately or not, to present messages about gender and sports (Buysse, 2004). Therefore, several findings in content analysis point to the hegemony of patriarchy either implicit or explicit.

According to the above analysis, this research argues that all the findings from the content analysis, point towards the hegemony of patriarchy when it comes to gender in media representation. Both the *Daily Monitor* and the *New Vision* newspapers still indicate limited represented on sports women as compared to the sports men.

CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.0. Introduction

This chapter wraps up the key contributions of this research. The chapter issues the final findings from the study concerning sports women representation in the media in the two daily newspapers of the *New Vision* and *Daily Monitor* newspapers. It is then accompanied by a section on the recommendations, which was used by the researcher to make possible suggestions for adoption by the relevant authorities; these recommendations were based on the findings and finally, conclusions and further research findings made by the researcher.

6.1 Summary from the findings

The study noted that sports women stories are still given less coverage in the two daily newspapers hence the need for the media to adjust and give sports women more coverage.

The study also discovered sports journalists have few stories in the newspapers about sports women yet they would be the ones spearheading the campaign to see women stories published. From the content analyzed, the study realized that female journalists are even limited on the sports desks.

The study noted that men are still leading in terms of prominence something the news editors should adjust on and have balanced coverage for both the men and women sports.

6.2 Recommendations

According to the findings and the analysis of data pertaining gender equality in sports and media as elaborated in the previous chapters, the research poses the following recommendations which can bring change in the sports worlds.

To the Media

- Media in Uganda including but not limited to *The New Vision* and *Daily Monitor* should not ignore female sports persons but rather put more efforts towards promoting the female sports personalities.
- Media should actually go down to the simple girls' teams and give them coverage if sports women are to be promoted and increase their prominence.

To male journalists and sports editors

- They should be gender sensitive in their reporting and avoid marginalizing women. They should focus more on covering their stories and avoid discriminating them.
- They should also encourage the women journalists to cover sports activities to avoid the notion that sports is only for men.

Women, sports teams and Sports women

- More women should be encouraged to take-up sports, this will contribute towards raising more prominence for sports women but the spirit of mentoring and coaching should as well be instilled in these sports women as this will lead to high multiplicative effects
- Sports teams should work on their level of proactivity in mediatizing their sports and activities. This will show that they are interested in the sports and not settling for less coverage.
- Sports women should be supported to ensure that they can participate in as many sports activities as possible.

- Sports women that are already active should be motivated to remain active and vibrant in the field of sports as this can easily create significant similarities between them and their male counterparts.
- Sports women should be encouraged to participate in the leadership of the national sports federation such as FUFA (Federation of Uganda Football Association) among others.
- Sports women leaders should strive to fight for equal opportunities especially when the women and men have the same activities.

To Government

- The Government needs to eradicate discrimination and remember that women are also part of this country and therefore the need to promote sports women at different levels within the country.
- The Government and the sports federation should increase on the funding to female personalities in the different sports but as well contribute towards groups or SACCO's formed by sports women as this will eradicate the gap between male and female sports personalities.
- The Government, civil society organizations and other development partners should promote sports that enable the girl child to actively participate for example Netball, Basketball, Volley Ball and female Football among others.

6.3 Conclusion

Based on the data analysis, the research makes a conclusion with the following remarks on each of the groups below.

6.3.1 Prominence given to sports women stories

Based on the findings of this study the researcher concluded that female sports personalities have little prominence as compared to the male sports personalities. The study concluded that female sports personalities still receive less media attention as compared to their male counterparts. This study further concluded that the two media houses that were studied which included the *New Vision* and the *Daily Monitor* newspapers also gave little prominence to sports women stories.

6.3.2 Sports women as sources in the media

The study concluded that the key issues in coverage of sports women stories included the Source of the story which implied that in coverage of stories the editors were also interested in knowing whether the source of the story was credible or not. The author of the story, in this study concluded that sports editors were actually more interested in who authored the sports story to be published and in most cases they would be more interested in stories from prominent sports personalities. The study further concluded that the quotations used by the media to show women as sources were still low in the sports women representation. The study additionally concluded that the news maker of the day was considered as a significant issue in the coverage of sports women stories; subject of the story, the study as well concluded that the topic of the story was a key issue in the coverage of sports women stories. Finally, the study concluded that another key issue was the fact whether a female sports personality is mentioned in a published story of the *New Vision* and *Daily Monitor* or not.

6.3.3 Size of the story

The study concluded that sports women are still given less space in the two newspapers, few women stories appeared on a full page and yet they participate and appear in the newspapers. In

an interview with a respondent who is an editor, he notes that they have tried to give women coverage and when asked about the size he noted for those sports women's stories to appear on the full page fully depends on the nature of news story covered. Therefore, the sports editors are also not gender sensitive in some aspects of covering sports women in the media. The study found out that sports women stories appearing on a full page in the two daily newspapers of *New Vision* and *Daily Monitor* is still low. Most women stories appear mostly on ¼ hence the media still has an important part in providing sports women stories with stories appearing on the front page compared to the men.

6.3.4 Frequency of the news story

In this context the study concluded that sports women stories are still appearing on a low scale in the two daily newspapers, the number of times is still less compared to the men. Out of the 619 articles reviewed, few stories mentioned a sports woman in the story as well as the number of women quoted in the two daily newspapers was low. Even pictures in the newspaper determine the level of frequency and few photos were viewed in the newspaper because out of 619 photos, 131 pictures were for women and the biggest number of 285 belonged to the men. Therefore, the frequency of sports women stories inform of stories and photos is still low in the media compared to the men the *New Vision* and *Daily Monitor*.

6.3.5 Similarities and Differences in the representation of sports women

The study concluded that there were a number of similarities and differences in the representation of sports women compared to men's stories in the *New Vision* and *Daily Monitor*. The study therefore concluded that the attention given to articles of both male and female sports personality's articles is a significant similarity in representation of the sports personalities. The study additionally concluded that the fact that both female and male sports personalities have

their photos attached to the published article is a significant similarity in the treatment of female sports personalities and their male counterparts. The other similarity identified in the reviewed articles was the fact that the reviewed articles had both male and female sports personalities as the source of the article.

The study further concluded that there were differences in the sports activities participated by the different sports women. This study appreciated the fact that there were some similarities between female and male sports personalities but as well concluded by illustrating a significant difference in the games played by the different women, reflecting that these games attract different attention with regards to publication. This has been vehemently described and in this case soccer (football) scored as one the games with maximum attention in terms of publication but this studied concluded that very few sports women participate in the sport of soccer.

The study concluded that the two newspapers of *New Vision* and *Daily Monitor* still have less coverage of sportswomen because of the limited number of female sports journalist. The male journalists and reporters covering sports events don't care much about women sport because they feel male sport is the important thing.

6.3.6 Women-popular sports are attached less value

Some of the differences cited in the analyzed articles include the variations in the sports activities participated in by the different sports women, some of these sports include; Basketball, Climbing, Cue sports, Football, Golf, Gymnastics, Handball, Ice sports, Kite sports, Running, Hockey, Walking, Swimming, Motorboat racing, Motorcycle racing, Musical sports and Athletics. While as the article reflected some similarities, they as well illustrated a significant difference in the games played by the different women and as well illustrated that these games attract different attention with regards to publication. This has been vehemently described and in

this case soccer (football) scored as one the games with maximum attention in terms of publication but very few sports women participate in the sports.

Therefore, the above analysis vividly depicts that there are still some differences in representation of female sports personalities much as there are some similarities in the representation of female sports personalities.

6.4 Further Research areas

The following are areas identified for further study namely:

- i. Future researchers should conduct a study to assess the factors hindering women participation in sports, in Uganda
- ii. To conduct research on the number of female sports journalists in the newsroom covering sports women stories.
- iii. To conduct research on the need to have a sports female editor in the news room.
- iv. To conduct a research on the limited study conducted on the women representation in sports in Uganda.

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APPENDICES

Appendix I: Work Plan

MONTHS

February			
March			
April			
May			
June		Writing and editing the proposal	
July		Writing and editing the proposal	
August			Conducting interviews
September			Coding and entering data
October			Writing and publishing the research thesis

Appendix II: Code Sheet

V01: Name of Newspaper

- 1. Daily Monitor 2. New Vision

V02: Day of the week

- 1. Sunday, 2. Monday, 3. Tuesday, 4. Wednesday, 5. Thursday, 6. Friday, 7. Saturday

V03: Does the article mention a female sports participant?

- 1. No
- 2. Yes

Name of participant(s).....

V04: Is the article accompanied by photo/photos of female sports participant(s)?

- 1. No
- 2. Yes

Name of participant(s).....

V05: Headline

V06: Date of the Month

- 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.

V07: Month of the Year

- 1. January, 2. February, 3. March, 4. April

V08: Placement of Newspaper Article

- 1. Front page, 2. Teased on front page 3. Inside page, 4. Back page,

V09: Sex of the source

- 1. Male, 2 female, 3. Dual source with people of both sex, 4. not identified, 5. Cannot tell

V010: Number of sources in the article

1. Single source, 2. Two sources, 3. Three sources, 4. Multiple sources

V011: Type of source in the article

1. Sport's official, 2. Expert, 3. An ordinary person, 4. Female sports personality, 5. Press Release, 6. Anonymous 7. Male sports Personality, 8. Both female and male

V012: Type of quote in the article

1. Direct quote
2. Indirect quote

V013: How many times does the source appear in the newspaper?

1. Once, 2. Twice, 3. Thrice, 4. Multiple

V014: Origin of the story

1. Press release/statement 2. Press conference, 3. Government report/document, 4. Public meeting/event, 5. Other/cannot tell

V015: Nature of story

1. News story 2. Editorial 3. Interview 4. Headline 5. Picture 6. Other

V017: Length of newspaper story

1. Up to $\frac{1}{4}$ of the page,
2. Up to $\frac{1}{2}$ of the page,
3. Up to $\frac{3}{4}$ of the page,
4. More than $\frac{3}{4}$ of the page
5. Full page

V018: Does the article begin on the top half of the page or on the lower half of the page?

1. Top half of the page
2. Lower half of the page
3. Middle page
4. Full page

V020: Number of photograph's written along the article

1. One
2. Two
3. Three
4. Four
5. Multiple
6. Non

V021: Size of picture

1. Small
2. Big
3. Medium
4. No picture used

V023: Human Subjects in picture.

1. Individual;
2. Group of 2-5;
3. . Group 6-10;
4. Group of 11+;
5. Both individual and group
6. non

V024: Caption used in the picture

1. Female sports personality
2. Male sports personality
3. Both male and female
4. No Caption

V025: Sex of the author

1. Male,
2. females,
3. Dual source with people of both sex,
4. Not identified,
5. Cannot tell

V026: Status of the female sports personalities in the article

1. News maker
2. Subject of the story
3. Non

V027: Placement of picture in the Article

1. Front page,
2. Teased on front page
3. Inside page,
4. Back page,
5. Non



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DISSERTATION CORRECTION COMPLIANCE REPORT BY THE CANDIDATE (POST VIVA FORM)

Date: 13/05/2024

Name of Candidate: Aheebwa. Julian. Brenda Reg. No: RS14M42/001

Title of Dissertation: Representation of sports women in Uganda. A case of the New Vision and the Daily Monitor newspapers in Uganda

SN	COMMENTS BY EXTERNAL EXAMINER	ACTION TAKEN
1	Consider research engagements by African media Scholars	Information added.
2	Old thesis used	Corrected
3		
4		
5		

SN	COMMENTS BY INTERNAL EXAMINER	ACTION TAKEN
1	Abstract should be revised to provide the major objective.	It was added. Page (iv)
2	Certain elements should feature in the objectives	They were added. Page (7)
3	Improve on the significance of the study	Improved. Page (10)
4	Eliminate Typos	Corrected
5		

SN	COMMENTS BY VIVA VOCE PANNEL	ACTION TAKEN
1	Re-organise background and clarify problem statement	Corrected. Page (1& 7)
2	Objectives should align with the topic. Include placement and frequency of stories.	Information was edited. Page (7)
3	Ensure Coherence throughout the presentation	Corrected
4	Address gender issues in problem statement	They were addressed. Page (7)
5		

Aheebwa. Julian. Brenda.

Candidate's Name

Signature

Professor James Kiwanuka-Tondo

Supervisor's Name

Signature